

BTA 301

Information and Communication Technology: The Digital Environment

Course Highlights

Graphic Design

- ✓ Photo editing and graphic design using Photoshop and various online tools
- ✓ Desktop publishing MS publisher (calendar, brochures...)

I.T. Business Ethics

- ✓ Selected topics explored through student presentations and student led debates
 - affects of technology on media
 - use of spyware
 - divide between those who can and cannot access tech
 - employee monitoring
 - effect of social media
 - too much reliance on tech in civilizations
 - restricting employee/student access to various websites
 - sale of customer information
 - copyright infringement/file-sharing
 - internet censoring
 - Google control of search results/news
 - integration of technology and humans
 - effects of technology on the brain
 - technology eliminating jobs
- ✓ Documentaries and short videos are discussed and debated
- ✓ Current events are discussed and debated (like SOPA and PIPA for instance)

Presentations

- ✓ Advanced PowerPoint (making high-impact presentations)
- ✓ Prezi (online presentation software)

Advanced MS Excel

- ✓ Create real-world excel tools and utilities for businesses using excel

E-business & E-Business Seminars

- ✓ Introduction to E-Business
- ✓ Website development
- ✓ Selected E-business topics (presentations by students)

Online Polling and Surveys

Case Studies

- ✓ Creating solutions for small businesses using various software

Other Areas of Study

- ✓ Databases
- ✓ Advanced MS Word